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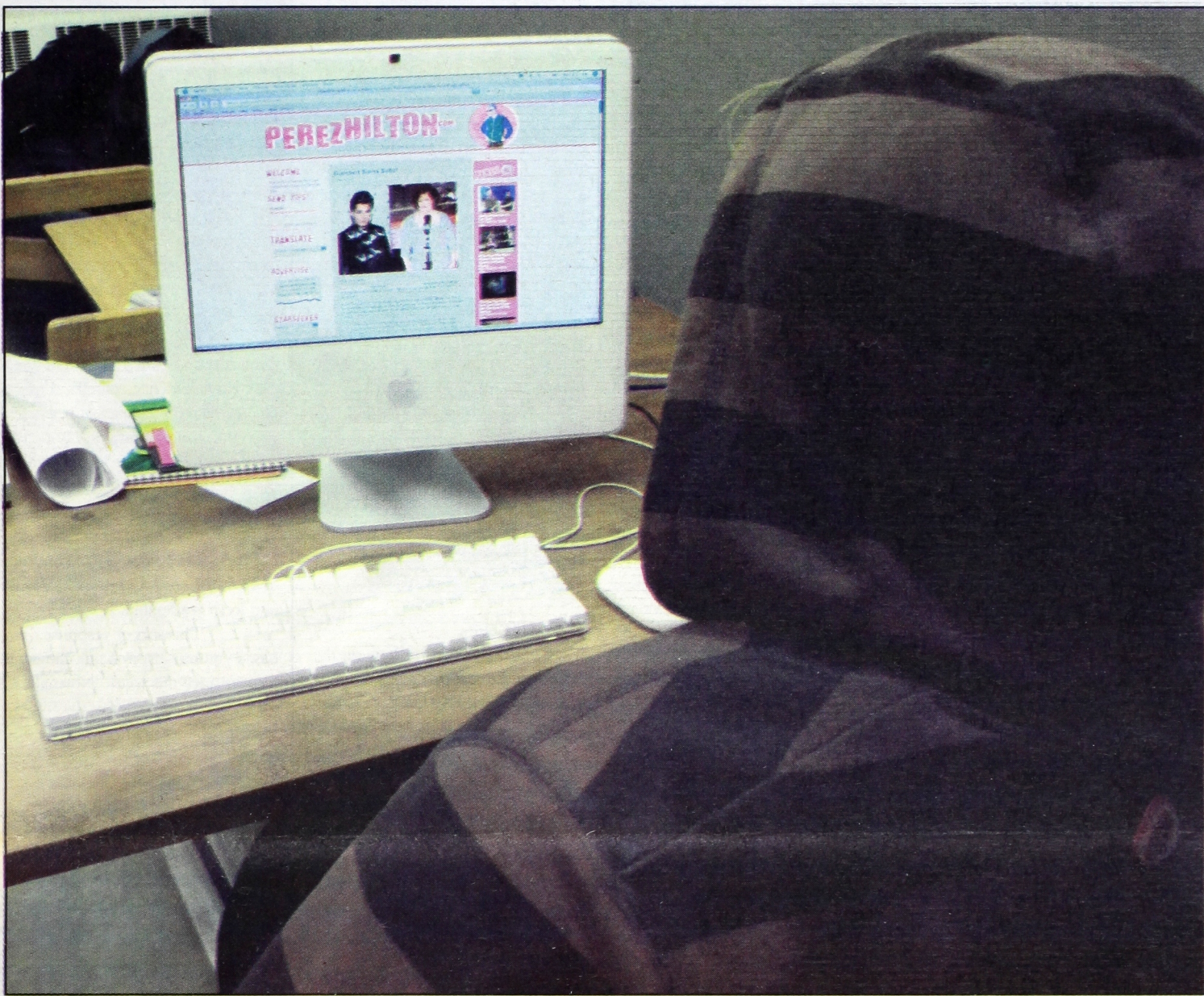
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## Distractics:

### Is the media too concentrated on celebrity and scandal?

T.J. Kirby  
Contributor

I've had a long, deep-seated dislike for mainstream news coverage. Consolidation in this industry has left a handful of very powerful, very wealthy and subsequently, like-minded individuals with a veritable stranglehold over most of our news outlets. Frequently the issue for me is not the biases or propagandistic nature of these outlets, but rather a less obvious problem. Namely, the absolute inanity and lack of depth of the stories covered. This has been a recurring problem, and not one that has gone unnoticed. However, recently it seems as though the nonsense has hit the dissemination fan.

Let me begin by saying that I, unfortunately, am addicted to CNN. This isn't because of my enjoyment of any of the pundits; rather it's more of a guilty pleasure like reality TV, or some equally mindless diversion. Sometimes I am convinced that I am merely addicted to the incredible mixture of hilarity and rage that watching this drek gives me. In any case, it provides an excellent example of the transition from relevancy to sensationalism.

During the presidential primaries and elections, we were subject to a great deal of unnecessary information. This crashout of fun facts and trivial inquiries

was provided by giant computer monitors, up to ten pundits at one time, and even holograms, asking questions about Obama's smoking, middle-names, Palin's kid's kid and Clinton's ability to take a shot when pressured; and let's not forget the 'terrorist fist-jab'. Now don't get me wrong, what makes television great is simple mind-numbing entertainment. However all of these trivialities came at the expense of real, important facts. As a prime example, we learned about Sarah Palin's grandson long before learning about her limited geographical and political knowledge.

The election, however, ended some time ago. One could hope to blame the ridiculous nature of the coverage on the election-hysteria and competition for ratings. However, I believe that the media circus during election coverage is merely reflective of a larger problem. That is, the entertainment-driven nature of our news and its growing infection in the political arena.

The concept of celebrity has come to dominate most of our media outlets. One thing we can take from an analysis of any news organization is that people love scandal. There is nothing, it would seem, we love more than adorning a celebrity only to revel in their ultimate demise - thus furthering their status as a celebrity. This obsession with celebrities could be harmless if kept separate from news coverage of relevance.

However, even in the political sphere we are given far less coverage of politician's policies compared to coverage of their personal lives and, especially, their involvement in scandal. When stories involving politics at all are considered newsworthy enough to take time away from important news such as who's been unfaithful to their wives and the most recent celebrity death.

When Michael Jackson died, the news coverage was near constant. Just as was the case when Anna Nicole Smith died, I could not turn on the news and expect to see anything beyond Hollywood. It begs the question: why do we require around the clock coverage of someone's death? At the risk of sounding insensitive there really isn't anywhere for the story to go. To provide a more recent example, I looked at the most popular stories on CNN's website compared with stories that were far less popular.

The top stories were as follows:

- Guy Bulldozes own Home
- Tiger Woods full Apology
- Dog saves missing girl
- Deer crashes into car

Now let's compare those to some of the least popular headlines on that same day

- Cop Jailed in Drunken Rampage
- Iran guided-missile Destroyer?
- African Union decries

military coup.

I don't mean to pick on CNN in particular; these trends are reflected in many of the top news entities. Tiger Woods apology, interchangeable with those of Spitzer, Letterman, Edwards etc., is the top story on most major news outlets and has been since it was delivered. Never mind that the country which suffered this military overthrow (and had its constitution suspended) is Niger, which incidentally produces 8% of the world's Uranium. Obviously, that information is not as important as analyzing Tiger's face to see if he was 'really sorry' he cheated on his wife.

Who do we blame for this? Is it a massive conspiracy involving both government and corporate spheres bent on the dumbing-down of the population? Short answer: No. While I am personally certain that both politicians and the networks themselves use distraction to their gain, we cannot overlook one simple fact: mass media is a business and as such they meet consumer demand. The problem is people seem as though they care more about scandal, irrelevant human-interest angles and special effects than global politics and domestic or foreign policy. Why? Because policy is boring to most, and those same people think holograms are awesome

Tell us what you think:  
lambda@laurentian.ca



We've got your columns!  
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"Have a lovely week."  
- Everyone



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SCE 301 Student Centre  
Laurentian University  
Sudbury, ON P3E 2C6  
(705) 673-6548

lambda@laurentian.ca

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Include your full name and student number. Please keep articles to a maximum of 700 words. Lambda reserves the right to edit for content considered sexist, racist, homophobic, heterosexist, for length, or legal purposes. Letters of a harassing or slanderous nature will be dealt with by proper authorities.

## Need Advice? Ask Kayla

Kayla Thomas  
Contributor



Hey Kayla,

Okay, so since you give good advice, maybe you can help me out. I'm in the nursing program and I chose it partly because of my parents, and partly because I didn't know what I wanted to do yet. Now I've been thinking that nursing might not be my path. I like interior decorating and I want to have my own reception hall, to host events, etc. This is what I want to do. I've been reading about the business and everything involved. Should I just drop nursing and try what I want? What do you think?

Sachini

Hi Sachini,

Your issue is one that is very common in many university/college students, including myself. In my second year, I had the same decision to make. My issue, however, was whether I wanted to stay in Concurrent Education or switch to Nursing. So I definitely understand where you are coming from.

The one important thing to remember is this is YOUR future. Any decisions you make now affect your future and not anyone else. I understand you made the decision to study nursing partly because of your parents, but it is clear that it is not what you truly want. What year are you in? I would say that if you are in your second or third year, it might be best to just finish the degree and then afterwards continue to pursue interior decorating. However, if you are in your first year or even in your second year (and really cannot stand nursing), you still have enough time to make the switch and start pursuing interior decorating without significantly prolonging the amount of time you are in school. Considering your long term goals and the fact that you have been researching interior decorating and event planning, it is clear that you are passionate about this career. Only you know what the best option for you is, and I can only advise you to follow your heart in that respect. I hope this helps you and please let me know what your final decision is!

All the best, Kayla

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Kayla,

I am in my 3rd year here at Laurentian, and I am majoring in history, as well as in the Con-Ed program. Here's the problem: as of right now I have a 68% average. This is mostly because of first and second year screw-ups. This year so far, my grades are into the 70's and 80's. So my question is: should I be making a backup plan incase I am in kicked out of Con-Ed this year? Ideally I would love to go to teachers college in Australia, however, I have heard that after graduating and

returning to Ontario, there are more steps that I will have to take in order to be certified. Another possibility would be teachers college in Ontario, but again, I am not sure how it works, or if my grades will be high enough to get in. It is frustrating that I fooled around my first 2 years and now I am paying for it, as I feel it's impossible to bring my average up to a decent mark.

Basically I am confused and nervous that next year may be my last year and I will graduate with a history degree, and nothing else to show for my 4 years here.

I am also curious if there is any point in continuing to do my PPP when I feel I should be concentrating on my grades, incase an Ontario teachers college turns out to be my best option. However at the same time, that volunteer time in the classroom may help me get in over someone else who has no in-class experience.

I am feeling overwhelmed and frustrated. I want to be a teacher, but I really don't know if I will be able to have the marks to do so.

Honestly, thanks so much for your time - it's really nice to be able to email for advice!! Sometimes I find my resources at Laurentian aren't so helpful and I am constantly trying to find someone that will offer me solid advice.

Cheers, Kelsey Moore

Hi Kelsey,

First, let's go over how the School of Education calculates your average. Cumulative GPA of 75% breakdown:

Year 1 + Year 2 = 25%

Year 3 + Year 4 = 75%

With that being said, your first and second year "screw ups" only account for a quarter of the total 75% overall average that you need to get into your professional year. Now, there is a chance you might not be kicked out of Con-Ed because the School of Education may just put you on academic probation if your GPA is between 70%-74.4%. I would suggest calling the head of the School of Education, John Lundy, and request to set up a meeting just to review your current academic status and what can be done for you in the future. Dr. Lundy can be reached at: 705-675-1151 ext. 4287. Alternatively, you can go into the office and speak with a secretary to arrange a meeting.

Now, as far as making a backup plan is concerned, GO FOR IT! It is always a good idea to have a plan B. Research all of the Teachers colleges in Ontario, the required GPA, etc. and perhaps you will see that Australia is not your only option.

Like I said earlier, first and second year play a very small role in your Cumulative GPA. You can make up for your "screw ups" by trying extra hard in your Third and Fourth years. You still have time! Definitely finish your PPP, because it is a required component of the B. Ed. You're right, doing these PPPs not only gives you classroom experience, but you're starting to build vital connections with teachers and school boards. Please let me know if this helps!

Best of luck, Kayla

### Have a question for Kayla?

Email her at  
kx1\_thomas@laurentian.ca

## Lambda wants YOU to tell us what you think

Candace Jazvac  
Assistant Editor



I am truly excited about this week's edition of Lambda. Once again, we have heard from a group of new contributors, as well as our faithful columnists. While I do feel this issue is lacking in the Campus News department, I'm not going to sweat it. I was previously concerned about lacking content overall for this issue, seeing as it is coming out right after reading week, when the majority of the student body retreats from campus for some much needed rest and relaxation. So while this issue may not have as much coverage of on-campus happenings as I would like, I am very excited about some of the columns we received this week.

First of all, I am proud to publish our very first edition of the "Ask Kayla" advice column. I'm pleased to see such a great response from the student body, and hope to see this column continue through the rest of this semester and into next year. I really like the interactive aspect this sort of column brings to Lambda, and I hope it can continue to create interest and draw in a new and fresh readership.

This sort of response based column inspired our choice of a cover story this week. Normally, we do our best to reserve the front page for the coverage of on-campus events; but this week, we're trying something different.

We were lucky enough to receive a unique and thought-provoking opinion piece, which will work as the perfect spring-board for a new type of interaction between our readers and our contributors. We

all know that Laurentian students have their own individual ideas and strong opinions on a variety of subjects, as we have seen in Letters to the Editor over the past few weeks. I am interested, and excited, to read what everyone has to say on opinion pieces like the one on the front page. It is my hope that somehow that pieces like this one can spark debate among students and staff alike, and that we can continue to increase interest in Lambda by doing so.

So, Laurentian, let's hear what you think! Send us an email at lambda@laurentian.ca and sound off about our cover story, or any other of our articles. Of course, remember that everyone is entitled to their opinion, and there is no need for overly rude or aggressive commentary. If you would like your response to be published in our next issue, please be sure to email it to us by Sunday March 7. I'm looking forward to hearing all of your ideas, so get writing!

On another note, Lambda is available in alternative formats upon request. For more information on this, email us at lambda@laurentian.ca.

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AU student Sarah  
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# Election fever rises as SGA Executive appear as guests on CKLU talk show

Robert Kirwan  
Contributor

The SGA General Elections, which are scheduled for March 17 and 18, may turn out to be one of the most important in the 50 year history of the University. In order to reinforce the seriousness of the situation, Jason Kontak, President, Scott Kirkness, Vice President Services, and Nelson Osamudiamen, this year's Chief returning officer, appeared as the special guests on THE LEARNING CLINIC, on CKLU 96.7 FM on Monday, February 22, the day that nominations were officially being accepted for the 14 positions on the SGA Board of Directors.



Photo by Robert Kirwan

Scott Kirkness, Nelson Osamudiamen and Jason Kontak talk about the upcoming election on CKLU

Anyone who is interested in running for one of the positions is asked to visit the SGA/AGE office to pick up an election form. You have until March 5 to submit your nomination.

Nelson will be meeting with the declared candidates once nominations close to explain the process and lay out the ground rules for campaigning. All of the candidates are invited to appear on a special edition of THE LEARNING CLINIC which will be held on Monday, March 15, 2010 at 5 p.m. Each candidate will be given up to 15 minutes to discuss his/her positions on important issues of the day and to explain why they are running for office.

Elections will take place on March 17 and 18 from 9 am - 7 pm. With all current Board members leaving their positions at the end of this year, the entire Board will consist of newcomers. It is critical that the 4600 members of the SGA pay particular attention to the candidates who will represent their interests during the 2010-2011 school year.

During the radio show, Jason and Scott made it clear that the purpose of Students' General Association is to represent the students in a wide variety of ways. The positions of Present, Vice President of Services, and Vice President of Student Issues (presently held by Vanessa Butler) are all paid positions with the President expected to spend up to 40 hours per week in the office, while the Vice-Presidents are expected to work for up to 20 hours per week.

The SGA is funded by the student body and is responsible for a number of functions and activities on campus, including Lambda and CKLU. The SGA is the "collective voice" representing students on a number of important committees, including the Laurentian Senate. According to the website, "It exists to promote the welfare and desires of its members. This is accomplished by giving input into academic planning, procedures and policy at Laurentian. Outside the University, the SGA provides political representation for students to the municipal, provincial and federal governments as well as the provincial and national student movements." On top of this, it offers the SGA Health Plan, the Student Handbook, and events throughout the year.

For more information visit the web site at [www.sga-age.ca](http://www.sga-age.ca) and make sure you listen to the live show on Monday, March 15 beginning at 5 p.m. when the candidates will appear on CKLU 96.7 FM to discuss their platforms.

## The top ten reasons to go see The Frogs

Luke Norton,  
Contributor

Two of the student clubs on campus, the Laurentian University Classics Association (LUCA) and the new Student Theatre Association (fresh from their QUONTA-nominated production of *Under Milk Wood*), are collaborating to bring to life one of the oldest comedies ever written, *The Frogs*, by the Greek writer Aristophanes. So in honour of a play that has remained hilariously funny for over 2,400 years, the cast of the play proudly present our own top ten reasons why you should come and see our play this weekend:

- (10) It's an ancient Greek play, so you can tell your parents that you're getting culture while you listen to fart and sex jokes.
- (9) All the actors are wearing giant masks that, while hilarious and very fun to watch, also render the actors nearly blind, allowing you and your friends to place bets on who will crash into what.
- (8) If you don't like the play, the director will commit seppuku as an act of atonement (sorry, no refunds).
- (7) Watch as some of the world's oldest heroes, legendary characters who have inspired for hundreds of years, come to life and make complete asses of themselves.
- (6) You'll learn lurid details about the writer Euripides' scandalous sex life, and even more lurid details about his rival Aeschylus' lack of one!
- (5) The play is being held in the Alphonse Raymond Building, so you'll finally have a chance to find out what the hell that building is!
- (4) It's the only play in the world that actually has everything: comedy, fistfights, sex, dancing, a live donkey, zombies, old people bickering, and a big drunken orgy!\*
- (3) Hear how names like Aeschylus, Sthenoboeas, and Aeacus are pronounced.
- (2) Seeing a play before you binge drink adds a nice touch of class to the evening and the number one reason why you should come and see the student production of *The Frogs* this weekend...
- (1) It's the only play you'll ever see that is \$3 cheaper if you wear a toga!

Aristophanes' *The Frogs* will play for three nights at the Alphonse Raymond Building. Tickets are \$10, and will be available at the door, or in advance at the SGA/AGE office, or at Thorneclae's main office.

Show Times: Thursday, Feb. 25<sup>th</sup> to Saturday, Feb. 26<sup>th</sup> at 8pm. There will be an additional matinee on Saturday at 2pm

\* (Some words may appear inflated for dramatic effect. We do promise a live donkey, though, that one we're serious about.)

## Kirk Durston to visit Laurentian in March

Tiffany Hann  
Contributor

Maybe you've seen some curious posters around campus, perhaps you've stumbled across the Facebook group, or just heard about something interesting going down at the beginning of March. Maybe perusing this article will prove to be the first time you've encountered news of this event; regardless, here's the lowdown. In a few short weeks, lecturer Kirk Durston will be visiting Laurentian University to give two talks to the student body.

These lectures, geared towards the spiritually inquisitive, will be on the topics "Is There a Conflict Between God and Science?" on March 4, and "If God Exists, Why is There Evil?" on March 5; topics which might interest those of both the scientific and the philosophical persuasion.

The first, dealing with the many perceived conflicts between a religious faith and the pursuit of scientific truth, will be held in the School of Education, room SE-111, at 7:30PM. Drawing on his background in the sciences, Durston will expound on the merits of investigating scientific theory in order to find balance and harmony between the scientific and the religious, if indeed such middle-ground can be established. Can a synthesis be bridged between science and theology? Durston would suggest that it can be done, and will provide reasons for his standpoint at the first of these two lectures.

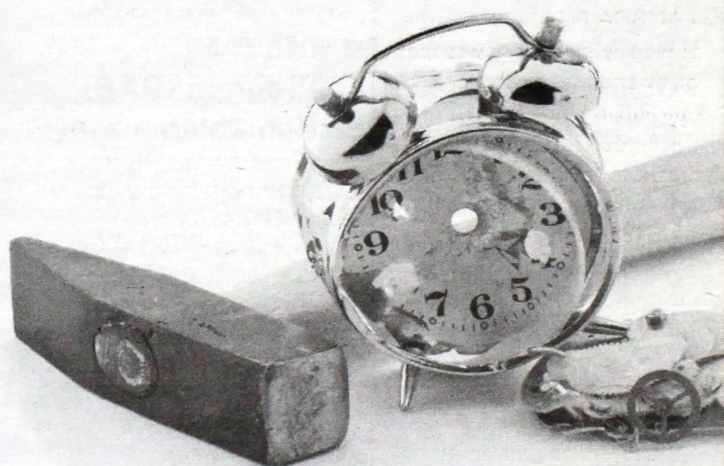
The second of the lectures, taking place in room C-204 in the Classroom Building at 7:30PM, will explore the objection many have to the possibility of God's existence: if there is a God out there, why is the presence of Evil so readily observable in our world? This topic arouses strong reactions from all sides of the discussion concerning the existence of God, and will no doubt be challenging and thought-provoking. Kirk will wrestle with the notion that the idea of Evil precludes the possibility of God, and is sure to draw out some interesting implications.

All are invited to attend these lectures, and to come with an open but analytical mindset. There are no easy answers to these questions, but Durston's lectures are anticipated to pack an intellectual punch that will prompt much critical thought. These will be interactive seminars, with a question and answer period following each talk. Refreshments will be offered at the conclusion of each evening.

Laurentian Christian Fellowship is pleased to host Kirk Durston, who hails from Guelph, Ontario. A perennial scholar, Durston possesses two BSc degrees (in Physics and Mechanical Engineering), an MA in Philosophy, and is currently in the candidacy for his PhD in Biophysics at the University of Guelph. Kirk is the National Director of the New Scholars Society, an organization promoting Christian scholarship as well as spiritual discussion and thought, and has published multiple papers with the group, on topics ranging from biology and entropy to truth and doctrine. His papers are reproduced online and may be accessed via the New Scholars website ([www.newscholars.com](http://www.newscholars.com)). He has participated in many lectures and debates at universities across Canada and the United States, and is visiting both Laurentian and Nipissing Universities during his stay in the North.

More information about these lectures can be obtained by emailing Laurentian Christian Fellowship ([lcf@laurentian.ca](mailto:lcf@laurentian.ca)) or by visiting their website ([www.lcf-laurentian.ca](http://www.lcf-laurentian.ca)).

**Textbook:** *Still required.*  
**Alarm clock:** *Not so much.*



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## Susan McMaster to read latest work at LU



Jon Danyliw  
Arts & Entertainment Editor

Susan McMaster, renowned Canadian poet, comes to Laurentian on Feb. 26.

McMaster is performing as part of the Luminaries reading series, a set of events each school year that invite poets from all around Canada to read their works at the university.

She will be reading from her newest book, *Crossing Arcs*.

**Q** Can you tell our readers a little bit about yourself both personally and as a poet?

**A** I have two daughters at university, one finishing her fine arts degree at Concordia and named after a mushroom -- Morel -- and the other teaching Classics here at Thorneloe -- she's named after a flower, Aven. So though my hair's not too grey yet, you can guess that I've been publishing poetry for a few years now, starting in the eighties. I've just published my tenth poetry book, and I also really enjoy working with jazz and improv musicians to perform and record my poetry as well. So far I've got four recordings and am working on the next one.

**Q** Have you done much book touring in the past? If so, where have you been to and for what?

**A** One thing about poetry books: they don't leap off the shelf and into the hands of readers like a Harry novel. But what I've discovered is that poetry meets some

very deep and powerful need in people; if given the opportunity, they will drink it up as if it was water in a desert. Not always, not everyone, of course ... but for those who do respond, it's irreplaceable. So I tour whenever I can. I've been to Toronto and Montreal and Ottawa and Halifax, St. John's and Edmonton and Saskatoon and Winnipeg and Vancouver, Italy -- three tours there -- Camden East and Hudson ... Can't remember them all. Sudbury is actually a wonderfully welcoming centre for writers, with some great poets and prose writers, several fine reading series, a poet laureate. This atmosphere is something to be proud. I could easily imagine living and writing here very, very happily.

**Q** Your new book deals with themes of Alzheimer's. What sorts of difficulties did you have in representing it in poetry?

**A** It's interesting; I never set out to write about Alzheimer's. I just set out to write about losing my mother as she began to change -- for my own comfort in my own grief. I chose poetry because the brevity of line and thought, the tightness, the implied emotion and visual and sensory story-telling fits naturally into the voice of both a person with Alzheimer's and a caretaker living with her or him. You can't have a long, logical conversation with a person with Alzheimer's, you can't argue with the person and explain that they "should" be remembering your name. But you can use a few

words, spaces, silence, plus the rhythms and repetitions and lyrical music of poetry to reach through the fog to the sympathetic heart and suffering human who is still there.

At one point, I realized that these were ragged and wandering; they jumped all over the page, ran from long lines to short, leapt haphazardly from thought to thought. I decided to turn them into "real" poems within pre-ordained structures, thinking to tame the strong emotion that kept spouting out of them. So I did this, and sent the revisions to a friend who is an excellent poet and whose mother died some years ago after a long hard bout with Alzheimer's. She sent them back saying that the revisions didn't work because the *disease* is not pre-ordained and structures. She felt the original unedited poems were very much better, so I returned to tracing the internal voice in its confusions and wanderings, and she's right, this fits best.

**Q** *Crossing Arcs* has an interesting structure/concept. Could you explain it? How will your reading on Feb. 26 reflect it?

**A** I wrote these poems originally just for myself, for my own comfort, without intending to publish them. But I did mention them to my publisher, Marty Gervais of Black Moss Press who insisted that he wanted them for publication. Even as I worked on the manuscript, however, I couldn't imagine publishing the book without

my mother's consent. Eventually, I did what I always do, and asked my mother for advice. She immediately said, "Publish! You're a good poet and there a lot of old people around. This will show them they're not alone!" So, I started to read the them to her, ready at any point to cut any poems or lines she didn't like. She never objected to any of them, not even once. What she did do, however, was make comments after hearing the poems -- on the piece itself, or on her life, on aging, on illness, on death and optimism, etc. ... Before I knew it had as many comments and quotes from her as poems. It was like a counterpoint, a dialogue. Without planning it at all, I had something that looked like a kind of conversation. Quickly, the quotes became a necessary part of the story.

So, now, the book is in two columns -- the poems, and beside them, the words of the person they are about. So when I read from *Crossing Arcs*, I do it almost like a play. I say my poem, and then her comment, and so on. Watchers tell me my tone, my body language, everything changes as I go from voice to voice. One good thing is that my mom is a very vigorous character, and there's a lot of humour, even sexiness, in the book -- unexpectedly, perhaps. So it's not an anguished experience to listen to a reading from it; rather, people seem to come away moved, but somehow comforted, eased, sometimes even laughing.

## Experiment II: Jersey Shore



Patrick Suley  
Contributor

**Observation:** None of the girls in my class think that I'm cool.

**Research:** Girls in class were talking about the MTV Show "Jersey Shore".

**Hypothesis:** If I get a Hulk Hogan like tan, spike my hair like my favourite anime characters and act like Jersey Shore characters, then the girls in my class will think that I'm cool.

**Materials:**

1 Large bottle of Dippity

**Doo.**

22 Spray on tans brother.

Shots! Shots! Shots! Shots!

**Methods:**

1) Apply copious amounts of hair gel

2) When Mom runs after me in the morning, furious because "I don't know how to use hair gel", run away on the brink of tears.

3) Gym

4) Tan

5) Laundry. Laundry?

6) Jagerbombs

7) Constantly lift my shirt around female classmates to inform them about "The Operation." My appendix scar is going to get me those digits.

**Was your hypothesis correct?**  
No.

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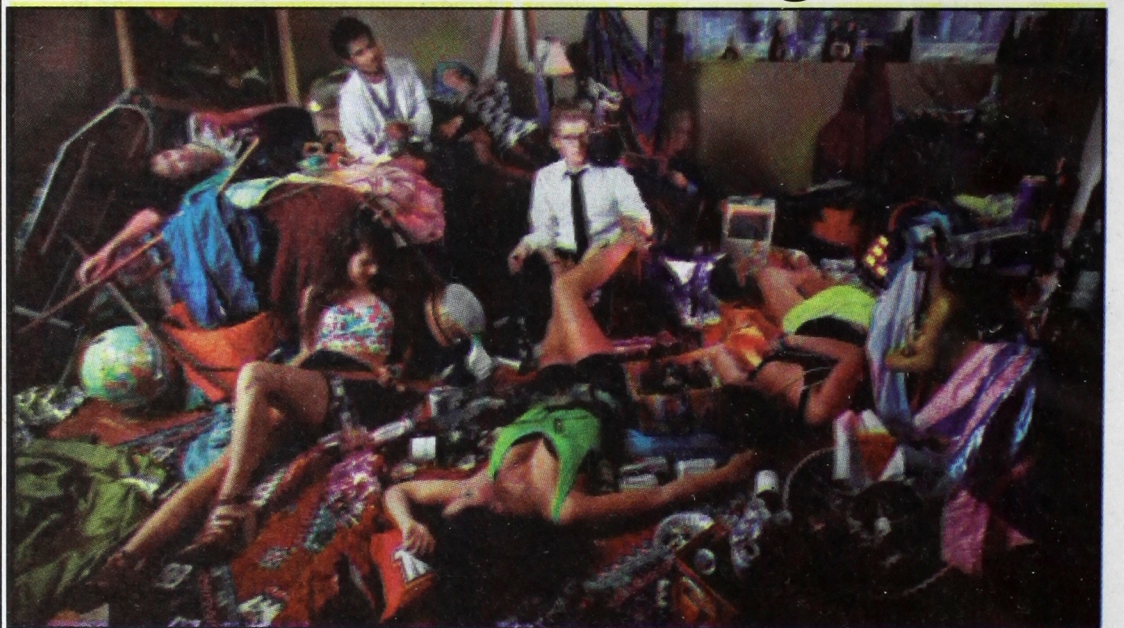


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## The Fresh Princess of Elgin Street



Jon Danyliw  
Arts & Entertainment Editor

Harriet Carlson came into my house and destroyed my bedroom.

She arrived with a myriad of bizarre objects -- a sombrero, an old Apple computer, a bow and arrow, perhaps an army's worth of empty beer cans and liquor bottles -- and, after turning the arrangement of my room upside down, she filled it's every nook and cranny with this random assortment of stuff. She set up several lights, took her time calculating exactly how she wanted the room lit and then she led a group of men and women onto the scene and had them pose for pictures. The degree of disarray in the bedroom seemed indicative of not one large and chaotic house party, but several in succession.

Of course, this was all done with my consent, and the proof

of this event now adorns the walls of what must be Sudbury's most frequented art gallery: the Laughing Buddha on Elgin Street, an official off-site venue of the Art Gallery of Sudbury. Carlson has had a selection from her formidable portfolio printed and mounted at the Laughing Buddha for a showing that will last two months. The pictures themselves aren't easy to miss; they are undoubtedly some of the most colorful and compositionally beautiful images I've seen decorating the Buddha's walls: "My favourite shoots are the outrageous ones, with a lot to look at. It's fun to create a spectacle," she says.

Primarily a portraitist, Carlson's range as a photographer is on full display here as her rich and carefully executed portraits stand beside several landscapes including one of a partially abandoned mine

in Copper Cliff. Carlson says that she is "constantly thinking about different shoots, like a skateboarder looks at every staircase and handrail," and it is apparent, both in the range of images presented and their composition, that Carlson is a photographer fueled by a powerful urge to create art.

Her true talent is her ability to frame an individual body in a picture and organize the image in such a way as to make it art rather than routine; portraiture can be a stale pursuit, but Harriet Carlson makes it new again.

"If I were asked to shoot a presentable, straight headshot for a real estate agent, I'd probably find myself trying to convince the person to wear a wig or put a cobra around their neck."

Check out Harriet's work at: [www.flickr.com/freshcarlson](http://www.flickr.com/freshcarlson)



Clayton Drake reviews: Ke\$ha's Tik Tok



Clayton Drake  
Contributor

As with most pop songs, Ke\$ha's *Tik Tok* is riddled with fundamental logical inconsistencies and poor songwriting choices. This song is noxious and soullessness.

The title alone "Ke\$ha's *Tik Tok*" is one of the most idiotic sentence fragments I have ever seen. If current trends continue, I predict that by the year 2020, artists and song titles will be written entirely in spelling errors and MS Windings.

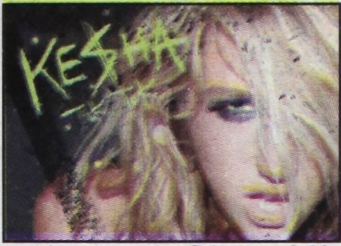
I have a pretty liberal definition for what constitutes good lyrics. Context has a lot to do with making certain lyrics passable. Something may sound silly when you say it in your normal speaking voice but when sung with the proper tone, it can be incredibly moving. There is no way to redeem Ke\$ha's lyrics.

She's clearly made an effort to include every single tired hip-hop trope from the last 15 years in her lyrical content. References to putting your hands up? Check. Mention of the "po po"? Check. Use of the phrase "getting crunk"? Check.

Getting crunk? Really? If these lyrics were meant to be taken as legitimate attempts at incorporating hip slang into the song they were clearly written by a 50-year-old white male whose only exposure to hip hop is through its feeble satirical portrayals on TV sitcoms.

So, that leaves the alternative: this song was written by Ke\$ha. Assuming she has any trace of cultural awareness, she's using these terms ironically. I'm sick of irony. It started off as a mild amusement

VS.



egregious example of the use of this tired and ubiquitous technology. She mostly talks on the song anyways, which means that, like popular hip hop, the bulk of the song is carried on the strength of her ability to work her persona into her enunciation. This means that most of the words are half-slurred and raspy. While this strategy undoubtedly infuses her personality into the song, it's pitiful.

Ke\$ha acts like she brings the party with her to the bar/house party ("The party doesn't start 'till I walk in"). She's a drunken mess. She attracts the attention of the worst kinds of males, gets frustrated, insulted and drunker. At the end of the night, she ends up crying alone in the bathroom, where she throws up and promises to change. A monster hangover reinforces this the next day. A couple days later, the embarrassment starts to fade and the desire to binge-drinking re-emerges. By Friday night, she's back at it.

Ke\$ha not only makes an excellent case for scaling back human rights, but also the right to freedom of expression for all humans. If you're going to exercise your right to express yourself to basically fill the ears of everyone around you with inane screeching and to offend their aesthetic sensibilities by carrying yourself with an entirely unearned sense of accomplishment, then I'm sorry, but you have reached beyond the intended scope of those rights, and you have become an aggressively agitating annoyance. You are impeding others' rights to also live a free, unfettered existence. I guess Ke\$ha must be a Utilitarian.

about unintentionally silly things in the 90s. Now its morphed into an apathy-based industry where everyone is a fan of the things that are opposite of what they claim to like.

Other lyrical embarrassments include:

"I wake up in the morning feeling like P Diddy": What exactly does that feel like, Ke\$ha? A relentless sense of shame and self-loathing building an empire based on the death of your best friend?

"Brush my teeth with a bottle of Jack": While I admire her attempt at oral hygiene, there is no fluoride in whiskey. It's clearly a reference to how Ke\$ha drinks in the morning. Chronic alcoholism is awesome and not at all dangerous so I respect her lifestyle choice here.

Apart from this, the music itself expresses the non-seriousness of the song with sound effects. Either that, or it's trying to cover up its extremely boring nature with lasers, that you may remember from Dance Mix '95. It's basically a grab bag of production tricks. The "clever" use of pitch-shifting on the word "down" would have been better used to shift her voice into the 1hz range.

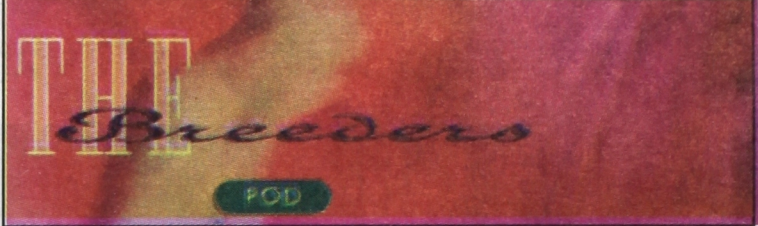
The song sounds like walking through an electronic wind chime while your drunk sister is yelling at you.

I'm not going to complain about the use of autotune because what's the point?

Eventually we'll all be driving autotune cars, shopping at autotune-mart, and voting for president Auto Tune, founder of the Autotune World Order.

She is far from the most

Classic album review



Cosmic Dave  
Contributor

1990 was a dark time in rock & roll.

The fact is, the 80's sucked, in spite of the current nostalgia fascination for that era in the form of '80s nights'. They featured mostly has-been band 'come-backs' from the likes of Pink Floyd and a steady trail of Rolling Stones records of diminishing returns. All of this complimented by mainstream new-comers like Madonna, Whitney Houston, Bon Jovi et al- artists generally referenced nowadays as a punchline. This was the period in music when the quality went underground- deep, deep underground: The Smiths, Jesus & the Mary Chain, Siouxsie & the Banshees, The Cure, Dead Kennedys- even Jane's Addiction quit just before they got ahead- all of whom depended on sales in indie record stores and airplay on college radio.

This is where the Pixies came from, and finally, their progeny, Kim Deal's 'The Breeders'. 'Pod' was their first- and a fresh blast of the Seattle sound which 1) didn't come from Seattle and 2) pre-dated it by two years.

They were Sonic Youth with melody- the Kills with real balls. This record was 15 years ahead of its time and could have topped the college charts today.

It features what may be the best version of 'Happiness Is A Warm Gun' ever recorded (including the Beatles) it's absolute proto-indie with a potent shot of 80's punk authenticity. It ushered in a new era that defined what great innovating bands sound like. What came next: Nirvana, Death Cab For Cutie, Pavement, Neutral Milk Hotel, Radiohead, etc.

Unlike most music of their era, the Breeders meant it- and sounded like a real band. It's shoot up and fight music for a Saturday night on the town. I don't care who you are, I defy you not to like this album.

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February Top 30

TW LW Artist Title Label

- 1 The Pinecones 🇨🇦 Sage
- 2 Ruth Minnikin and Her Bandwagon 🇨🇦 Depend On This
- 3 Kate Maki 🇨🇦 Two Song Wedding
- 4 Eels End Times
- 5 Yukon Blonde 🇨🇦 Yukon Blonde
- 6 Vampire Weekend Contra
- 7 Postdata 🇨🇦 Postdata
- 8 Los Campesinos! Romance Is Boring
- 9 Owen Pallett 🇨🇦 Heartland
- 10 The xx XX
- 11 Jason Collett 🇨🇦 Rat a Tat Tat
- 12 The Magnetic Fields Realism
- 13 Hot Chip One Life Stand
- 14 Ent Welcome Stranger
- 15 Basia Bulat 🇨🇦 Heart Of My Own
- 16 Hollerado 🇨🇦 Record In A Bag
- 17 Ox Burnout
- 18 Zeus 🇨🇦 Say Yes
- 19 Chris Page 🇨🇦 A Date With A Smoke Machine
- 20 Sleepless Nights 🇨🇦 The Phone Booth Outside The Video Store
- 21 Spoon Transference
- 22 Built To Spill There Is No Enemy
- 23 Make Me Young 🇨🇦 Make Me Young
- 24 Kurt Vile Childish Prodigy
- 25 Martha And The Muffins 🇨🇦 Delicate
- 26 Daniel, Fred, & Julie S/T
- 27 The Paperbacks 🇨🇦 Lit From Within
- 28 Brandon Beemish 🇨🇦 Islandbeams
- 29 Cursed Arrows 🇨🇦 Telepathic
- 30 Woodpigeon 🇨🇦 Die Stadt Muzikanten



## The Learning Clinic: There is no such thing as an educated person

Robert Kirwan  
Contributor

I came across a profound quote by Eric Hoffer the other day that really hit home for me. The quote went something like this: "In times of change, learners inherit the earth, while the people who consider themselves educated find themselves beautifully equipped to deal with a world that no longer exists."

Hoffer's comment reaffirmed one of my own basic philosophical principals; I take the position that there is no such thing on this earth as an "educated person".

In other words, as long as you are living and breathing, and as long as you experience life itself, you can never consider yourself "educated". Every single moment in your life is a new learning situation that you have never before experienced.

Perhaps this might be an oversimplification, but the following example will give you some idea of what I am getting at. It doesn't matter how many times you have gotten up in the morning, walked over to the toaster and put in the bread for your morning nourishment; this morning when you walked over to the toaster was the only time in your life you will ever experience going through that action, on this particular day, at that particular time, during the entire period of your life here on earth. Tomorrow will be different, precisely because it will be a different day. And even if you do everything exactly the same as you have done every day in the past, when you do it tomorrow, you will be learning something new because you will be experiencing that "moment of your life" for the very first time.



You may not think you are learning much in the greater scheme of things, but as you are going through the process of preparing the toast, you will be reinforcing some skills that form the total essence of your being. You may simply be learning just how important it is to take the butter out of the freezer the night before so it is soft in the morning. You may have learned that before, but this time you are learning once again how important it is to have soft butter to spread on your toast, so what you learned previously will be reinforced once again.

If we examine how this principle applies to the world in general, it becomes much clearer. Take a look around you. The world is definitely changing and it will never, ever be the same again. Admittedly the world has gone through changes at other times in its history, but the enormity of what is happening today is without precedent. Unfortunately there are many people who still insist on continuing to do what they have always done, and who want

to live by the old rules. These people are experiencing frustration and failure around almost every corner. They are the ones who think they can rely upon the knowledge they have accumulated in the past to deal with the world we are living in today. They are, as Eric Hoffer says, "Beautifully equipped to deal with a world that no longer exists".

In fact, in times of change such as what we are currently experiencing, the only ones who are going to be able to cope are those among us who are continually striving to learn how to adapt to change and who are willing to prepare themselves for the future. They are the ones who are willing to do new things and have a thirst for expanding their knowledge of the world around them. They are "life-long learners", who wake up each day with renewed excitement about the prospects for the future and respond to the ever-changing world in an appropriate manner instead of constantly trying to fight change and make the new world adapt to them.

We are all students of the world. We are all, no matter what our age may be, going through "transition periods" in our own evolution. Each stage of life is preparing us for the next, and each stage can be more wonderful than the one before. If only we accept the principle that life itself is one huge school system in which we will never be able to say we have completed our "education". There is no such thing as an "educated" person. There are only those who embrace learning and those who don't. As long as we are of this world, if we want to get the most from our experiences, we must embrace our role as learners, equipping ourselves for the world we are living in today and preparing for the world that will be tomorrow.

## Dying Koalas, Better Memories, and the Scent of a Woman

Matt Strickland  
Contributor

### KIDS killing koalas

Journalistic objectivity be damned, we're just going to throw this out there: the koala bear is the cutest thing on Earth. So you can imagine our concern when the Australian Koala Foundation announced that there were as few as 43,000 individuals left in the wild and that the species might be extinct in 30 years. What makes this especially scary for the little marsupials is that not only are they facing serious loss of habitat, but they are also being plagued by KIDS, the koala immunodeficiency syndrome. Nicknamed "koala AIDS", the virus weakens the immune system of the animals making them more susceptible to infection and cancer. Research into the virus is still nascent, but it appears to be even more deadly than HIV. Namely, it acts far more quickly and seems to spread merely with contact, not primarily through sexual means. There are even some who believe that just about every koala carries the virus, but individuals respond to it differently. Since there is little hope of a vaccine or cure being developed, wildlife ecologists trying to protect the koala are especially challenged. Even if they can stem the tide of habitat destruction and Chlamydia outbreaks (that's a whole different story), this new disease may bring the cuddly koala to its knees.

### A cure for forgetfulness?

Well, not yet. However, researchers in New York have discovered a protein which seems to be responsible for forgetting old memories. In fact, by using genetic engineering to depress the protein in question, they've even managed to make fruit flies which can hold on to information far longer than usual. The researchers first got the idea of investigating this peptide, called "Rac", after they found out that many humans with cognitive disabilities have mutations that affect the activity of that particular protein. Many people with mental health problems, including schizophrenics, have unusually good memories and it's thought that their inability to dissolve old ideas and replace them with new ones may contribute to the problem. In order to test Rac in a controlled environment, the scientists engineered fruit flies with enhanced or repressed protein activity and tested them against normal flies. In a simple association exercise, they found that the insects with malfunctioning Rac were far less likely to forget the lesson compared to those with enhanced Rac. If the work translates well into humans, it could lead to far better insight into those with mental health problems and may even help to design drugs which help us better remember information. Based on the general timeline for these things, don't expect to be popping Rac-tablets to help you out with this semester's exams.

### Chanel is for chumps

Are you the kind of girl who spends most of her OSAP on bright florals or fruity fragrances in the hopes of exciting the nose of some boy? Besides being an expensive habit, new evidence shows that a woman's natural scent may be her best weapon of all. Researchers publishing in the journal Psychological Science have shown that the simple smell of a woman—specifically when she's ovulating—may be enough to raise testosterone levels by as much as 15%. The scientists asked men to take a series of deep whiffs of either a t-shirt that had been worn by a woman or one that had never seen use. They then checked saliva samples in order to establish just how much testosterone was circulating in the men. The men who had smelled the shirts previously worn by females had significantly higher levels of the hormone which, in turn has been linked to greater levels of sexual arousal. Previous studies have shown that men are more attracted to females who are ovulating, but this is the first proof of a direct chemical link. Although the researchers are the first to admit that the rise in testosterone may not be enough to modify behaviour, the finding is sure to spur further research into what the chemical messenger might be, what its range is, and how it might be harnessed commercially.

## The Writer's Corner: How to use commas

Does using the comma put you in a coma? If you can master these two rules, you'll be well on your way!

1. Use the comma to indicate a pause in the sentence.
2. Use the comma to indicate that something could be left out.

The following examples show how the two rules work; remember, too, that they often work together! (Answers below.)

- They felt, however, that the new employee was a good choice.
- The new teacher, unaccustomed to the course, was nervous.
- If we don't get some snow soon, I'm putting my skis away.
- Fortunately, her fall on the rink damaged only her dignity.
- His new book, Winter in the North, has sold thousands of copies.
- The author, Derek Johnson, was happy to provide autographs.
- We'll let you know, of course, when the new part comes in.

(both; both; pause; both; both; both; both)

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## Best Canadian team on ice, Martin's curlers



Nicholas Ruscitti  
Sports Editor

Just one day after the Canadian men's hockey team proved that they were not Canada's best team on ice, our men's curling team did just the opposite with a 7-2 win over the USA to put the Americans out of the tournament. The win improves Kevin Martin's group to an undefeated 8-0 record and they will likely challenge for gold, while Sidney Crosby and the boys will have to get there the hard way, after missing their chance for a bye with a 5-3 loss to the Americans on Sunday night.

For the second time, as in many games, the Canadians ran into some stellar goaltending. Buffalo Sabres net-minder, Ryan Miller, had an outstanding 42 save performance just days after Switzerland's Jonas Hiller held the Canadians to just two goals in a nail-biting shootout victory over the inferior Swiss group. Miller registered 42 saves on 45 shots in the contest, while Canadian goalie Martin Brodeur allowed four goals

on just 22 American shots.

Uncharacteristic stick-handling mistakes cost the Canadians a couple of goals, as Brodeur (considered one of the best stick-handling goalies of all time) shot himself, and his team, in the foot on more than one occasion. Brian Rafalski had a whale of a game, with two goals and an assist while Vancouver Canuck, Ryan Kesler, wasn't welcomed with his normal hometown cheers when he added the empty netter to seal the American victory. The Canadians will go with Roberto Luongo for their quarter final game against the Germans. Luongo had an 8-0 shutout win over the Norwegians in their first round robin game of the tournament.

To add to the disappointment on ice for the Canadians, the medal favourite Hamelin brothers fell to fourth and fifth place in the 1500m short track final. Charles Hamelin was favoured to win the gold, and after setting a blistering pace, he finished in fourth when seven time Olympic medalist, Apolo Anton Ohno, passed him with just metres to

the finish line.

Okay, so that's the bad news. The good news is that the Canadian men's curlers are undefeated and are the favourites to win the gold. After all the hype associated with the Canadian men's hockey team, the curling team has been overlooked. But the curling team didn't fold under pressure against the Americans, and they definitely weren't challenged in a close one against an inferior Swiss team. That's because the Canadian curlers are the real deal, a gold medal waiting to happen, officially Canada's best chance at winning a gold medal on the ice. After beating the Brits on the last stone just two nights before eliminating the USA from the tournament, it was clear that Canada is the team to beat.

Martin and his crew will take on the team China on February 23rd, as they try to stay undefeated going into the elimination rounds. The Canadian men's hockey team look to advance passed the Germans on their detour to the gold medal game. The game also takes place on February 23rd.

## The boys of summer spring into action

Nicholas Ruscitti  
Sports Editor

Pitchers and catchers are reporting this week and it's almost time to play ball in Florida. Although, the usual Dunedin faithful will not be graced with the presence of Roy Halladay this spring, as he is now a proud member of the Philadelphia Phillies. The former Toronto ace was traded at the end of the 2009 season, in return for three minor leaguers who will look to make an impact down the road.

It's going to be a tough season for the Jays, as they will be relying on some very young arms in the starting rotation. With no proven ace in their rotation, the repaired arms of Shaun Marcum and Dustin McGowan are the likely candidates for that number one spot. Ricky Romero made a case for himself with a solid 13-9 rookie season just a year ago, but if healthy, it's likely that Cito Gaston will go with one of the aforementioned starters on opening day. Brandon Morrow will look to make an immediate impact and will likely crack the top five when they start playing for real in April. Morrow, who was acquired from the Mariners this offseason, has had an ERA hovering around 4.00 over the past three seasons with the Seattle. He should fit in nicely with this young group, as David Purcey, Marc Rzepczynski, and Brett Cecil all look

to round out the top five spot.

Jason Frasor and Scott Downs will head the bullpen in 2010. Newly acquired right hander, Kevin Gregg, will take the closing duties but his numbers are a little unsettling for Jays' fans. Just one season removed from B.J. Ryan causing the Rogers Centre to hold their breath every time he stepped onto the mound, things don't get much better for Toronto in this department. Gregg has an ERA of 4.72, and gave up 13 homeruns in 68 innings pitched for the Cubs a season ago. An already less than stellar HR column in Greggs' stat line will surely be a victim of inflation when he takes on the Bronx Bombers and the Red Socks 18 times apiece. With this recipe for disaster you can expect to see a ton of blown saves from Gregg this year. And always, always, always wait until you hear that fat lady singing before you start celebrating one of the Jays' rare victories this season.

Veteran utility infielder John MacDonald is looking on the bright side of things and isn't as pessimistic as I am about the young group. He told Toronto sports radio station, the Fan590, "This is going to be a good development year for our young guys. Guys like Adam [Lind], Travis [Snider], and Aaron [Hill] all have a lot of potential". The 35 year old has never been in the starting lineup on opening day but says he wants to challenge newly acquired shortstop,

Alex Gonzales, for the spot.

"I've watched a lot of guys have their turn, and I just keep telling myself that maybe one year it will be my turn."

MacDonald, who is known for his gold glove calibre defence more than his bat, claims to be bulking up this offseason. "I had a good year at the plate last year. I lift weights 4 times a week, and have been working indoors all winter so it's going to be great to start playing in the hot weather this spring." MacDonald also said that he wants to challenge his teammates by playing well, and he hopes that this will elevate their play, resulting in more wins for the club.

"People shouldn't be expecting 90 wins from us this year, but we have a good team and this year is good for the development of our young players", added MacDonald.

That pretty much says it all for the 2010 Blue Jays. Another year of "developing", another year of disappointment, and another year without baseball in October. I can't wait until the first "Flashback Friday" so we can see how great the team was 17 years ago. Here's an idea: spend some money, and give the fans what they have been so patiently waiting for. The City of Toronto is desperate for some success. It would be nice to see some progress for once.



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## Going green is not all that black and white

Ben Reitzel  
Contributor

As consumer demand for environmentally friendly products increases, industry has no choice but to jump on the 'green' bandwagon. However, it remains vital that these new 'improvements' be critically analyzed. While some products are genuinely beneficial, others do more harm than good.

A classic example of this phenomenon is the plastic versus paper bag conundrum. A common misconception is that paper bags are 'greener' than their plastic counterparts. However, when one considers the entire lifespan of these products, one finds that this is not the case. Compared to plastic bags, paper bags require four times the energy to manufacture and seven

times the resources to ship (because they are heavier). The recycling process of paper bags requires 91% more energy than their plastic counterparts.

Unfortunately, over half the space of any typical landfill is occupied by paper products whereas plastic occupies between 9 and 12%. While some may argue that plastic does not break down in landfills, neither does paper. Today's landfills are designed to reduce exposure to air and water to minimize environmental contamination. Consequently, this also slows the decomposition of both products.

Another green paradox is that of hybrid vehicles. While hybrid vehicles reduce fuel consumption and cut CO2 emissions by up to 25%, the fact that their large battery must be replaced every five years is troublesome. Hybrid vehicles use lithium ion batteries, while some elements of these batteries can be retrieved; they simply cannot be recycled with the same efficiency as their 'dirty' predecessor. Historically lead has been given a bad name due to its toxic nature. However, it doesn't negate the fact that 97% of all the battery lead used in cars worldwide is recycled, which is

higher than any other recycled product.

Another automotive juggernaut is the hydrogen fuel cell. In essence, it creates electricity by reacting hydrogen with oxygen. Once again, when the whole story is examined, the 'green-ness' of the fuel cell begins to fade. To produce mass quantities of hydrogen a hydrocarbon, such as natural gas (CH4), is heated to between 700 and 1000°C. This produces hydrogen gas (H2) and carbon monoxide (CO). The oxymoron of this process is that the energy required is not necessarily clean. In Ontario, 33% of the energy produced is 'dirty' (19% coal and 15% gas), inevitably, dirty electricity is making clean hydrogen.

Following its production the hydrogen must be transported. To do this it is compressed and cooled into a liquid state, once again requiring a significant amount of energy. Upon calculating the power-plant-to-wheel efficiency, hydrogen vehicles are at 17%. How does this compare with other mobile options? The two 'greenest' automotive transportation options that are readily available are hybrid and clean diesel vehicles, both with an efficiency of about 25%.

Diesel in particular has been plagued with a 'dirty' image but this couldn't be further from the truth. Today's diesel vehicles are the cleanest they've ever been, emitting 20% fewer CO2 emissions compared to their gasoline counterparts. Their 'greenness' is advanced further by the reduced sulphur content and new technologies that trap particulates. It's worth noting that a litre of diesel has about 20% more potential energy compared to a litre of gasoline therefore ultimately reducing fuel consumption.

Another stained image is that of nuclear power. The nuclear industry is criticized because of the production of nuclear waste. However, if nuclear is not utilized, what other options are there? Something would have to pick up the slack. Most proponents of green energy would say "use windmills, solar, tidal; anything but nuclear". However those sources of energy are either unreliable or simply unable to generate sufficient capacity. For example, the 'Pickering A' nuclear power plant generates 1020 megawatts while the Tiverton wind farm generates a meagre 0.6 MW; in other words, 1,020,000 homes vs. 600 homes. Nuclear energy is

clean; the radioactivity of nuclear waste drops by 99.9% after 40 years. Advances in 'nuclear reprocessing' result in the reuse of nuclear 'waste' which ultimately generates more power and further reduces the waste's radioactivity.

Finally, there are products that are marketed as 'green', when in fact, they are far from it. For example, retailers of bottled water are being 'environmentally friendly' by reducing the plastic content of the bottle. While this is an improvement from previous bottles, fact remains that bottling and shipping water is the least energy efficient method ever used to supply water. To picture the oil required in water bottle production, imagine one quarter of the bottle in question filled with oil.

What does all this mean? Never take anything for face value. This is not to say that hybrid cars are bad or that nuclear power is good; far from it. This is designed to try and raise awareness. It's important to be sceptical, question the claims made by the manufacturer, and to do the necessary research. One doesn't have to look at the world as always being 'half-empty', just periodically question the liquid inside.

## Tips from the Sustainable Earth Club: Eating Locally

Kayla Cornthwaite  
Contributor

### Fact:

A typical carrot has to travel 1,838 miles to reach your dinner table. That results in a lot of fuel emission being put into our atmosphere!

### Tip:

Instead of buying carrots, or any other produce or product for that matter, from thousands of miles away, buy from a local source. Farmers' markets enable farmers to keep 80 to 90 cents of each dollar spent by the consumer. This is not only helping support local farmers, but also decreasing your carbon footprint. Buying local can also end up drastically reducing CO2 emissions up to 6.7 to 7.9 million pounds a year. If you find this a daunting task, try to focus on just one product at first to buy locally, eventually the rest will come naturally. Side note: the food will taste better, look better, and stay fresher a lot longer!

### Where?

If you are looking for somewhere to buy local food in Sudbury, a good place to start would be Eat Local Sudbury, Natural Food stores (Paris Natural Foods), The Wellness Shop, and of course The Farmer's Market and street vendors in the summer months.

### Newspaper Creativity:

Instead of throwing money away on gift wrap, save your newspapers and use them as wrapping paper. It will be cool looking, unique and sustainable!



As a student, you're thinking: "One day, I'll get my hands on some real money."  
How's March 17, 2010?

### HERE'S HOW IT WORKS

First, sign up at [cga-ontario.org/contest](http://cga-ontario.org/contest) and obtain a user name, password, and choose your level of difficulty for the contest by Tuesday, March 16, 2010. On Wednesday, March 17, 2010 login by 3 p.m.

The competition begins promptly at 4 p.m. (on that same day) and lasts one hour.

Eligibility is restricted to students currently enrolled at an Ontario university or college.

### CHOOSE YOUR LEVEL OF CHALLENGE

Eligible and registered students choose between two levels of difficulty; both levels offer cash and scholarship prizes (see 'A Rewarding Experience' for details). Choose your level carefully – this decision could earn or cost you cash, that is, a realistic chance at being in the winners' circle.

### A REWARDING EXPERIENCE

**Basic and Intermediate:**  
100 Multiple Choice Financial Accounting Questions

**1st place** = \$4,000 cash and a \$5,000 scholarship towards the CGA program of studies.

**2nd place** = \$2,000 cash and a \$5,000 scholarship towards the CGA program of studies.

**3rd place** = \$1,000 cash and a \$5,000 scholarship towards the CGA program of studies.

**Intermediate and Advanced:**  
100 Multiple Choice Financial Accounting Questions

**1st place** = \$5,000 cash and a \$5,000 scholarship towards the CGA program of studies.

**2nd place** = \$3,000 cash and a \$5,000 scholarship towards the CGA program of studies.

**3rd place** = \$1,500 cash and a \$5,000 scholarship towards the CGA program of studies.

### EVEN MORE INCENTIVE TO WIN

The university or college that boasts a first-place winner in either level receives a donation of \$5,000 from CGA Ontario awarded to its accounting department.

### INDIVIDUAL INSTITUTION PRIZES

A cash prize of \$100 and a scholarship worth \$1,000 towards the CGA program will be awarded to the winning student from each institution that has students registered.

### SIGN UP TODAY

Additional information about the contest and the rules and regulations is available at [cga-ontario.org/contest](http://cga-ontario.org/contest).

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We see more than numbers.